

Lub Bun CHONG
Director
C Consultancy Limited



Fighting flames: Building a successful business in China

“It’s easy to get burnt in China,” says Lub Bun CHONG, whose value driven management approach conceived during his three years at MBS, explains. “Among other things, my company provides interim CFO services which I often remind clients also stands for *chief fire officer!*”

LB founded *C Consultancy Limited* seven years ago, prior to even contemplating taking on an MBA. His firm provides general advisory services for foreign investors in China, with a focus on the advertising and media space. Based in Hong Kong, LB is CPA qualified and has nearly a decade of experience with

PriceWaterhouseCoopers.

A native of Singapore, the MBS programme offered LB the opportunity to study at either campus, which meant his busy diary could be easily worked around face-to-face teaching time. The flexibility offered by this arrangement, together with the reputation of the MBS MBA part-time programme, and the availability of face-to-face teaching were the main attractions for LB.

“My MBA has proven invaluable to me,” says LB. “It taught me the importance of analysing all the work and business experiences that had gone before, and gave me the mental framework to organize my past. This ability really helped me in building my business because I was able to learn from past precedents, apply the learning of my MBS MBA, and then structure my business practices in the most informed way.”

LB sites MBS’s Strategic Management course as his programme highlight. The course acted like a completed jigsaw puzzle, he explains. “It brought all of the other study topics together and combined them into one big collective and cohesive picture. You can never look at business issues in isolation, and the strategic management module really reinforced that point in piecing it all together. It’s vital to understand this if you are looking to grow your business and the MBS MBA made things very clear.”

Having recently graduated (Summer 2009) with merit, LB is already feeling the benefits of the expansive networking circles offered by MBS’s student/alumni movements. “Sharing knowledge and experiences with fellow students and alumni was, and continues to be a constant benefit to me and my business. And on top of this, I am currently in discussions with a couple of contacts as new business opportunities.”